

Team Members: Kimberly Rock-Shelton, BSW Team Leader; Rachel Heidenreich, APRN Boone and Grant Counties Health Ctrs
Sasacha Lucas, APRN Campbell County Health Ctr; Kimberly Troxell, APRN Boone County Health Ctr; Geniene Ward, APRN Kenton County Health Ctr

PLAN

Getting Started

The problem/opportunities for improvement:

- Used information gathered from previous outreach event in a Mexican restaurant.
- Choice of venue to reduce distractions, familiarize clients with NKIDHD Health Centers, provide a venue local to clients, and facilitate scheduling a family planning appointment.

Problem Statement

“Hispanic Males are under-represented as NKIDHD family planning clients.”

AIM Statement

“To provide one interactive, family planning outreach activity in each of 4 the NKIDHD Health Centers prior to June 30, 2013.”

Process Outline

- Team members utilized feedback and analysis from 2011 outreach event
1. To choose a venue to reduce distractions and facilitated scheduling family planning appointment.
 2. To include community partners to assist promotion of outreach events.
 - HealthPoint Family Care—NKY Federally Qualified Provider
 - Northern Kentucky University Nurse Advocacy Center for the Underserved Brighton Center—Every Child Succeeds Program
 - Young Families—Every Child Succeeds Program
 - North Central-Area Health Education Center
 3. To enlist the assistance of service providers and employers within the Hispanic community to promote outreach events.
 - 5 Stores catering to the Hispanic community
 - 5 Mexican restaurants owned and operated by members of the Hispanic community.
 4. To include a bilingual clerk when scheduling outreach events so participants have the ability to schedule a family planning appointment after the educational portion of event.

DO

Four outreach events:

Kenton County Health Center	March 28, 2013
Campbell County Health Center	April 9, 2013
Boone County Health Center	May 7, 2013
Grant County Health Center	May 21, 2013

- Participants asked questions about family planning methods in general.
- Participants wanted the most education about vasectomy as a family planning method.
- Nurse Practitioners answered all questions about family planning methods in general and educated about vasectomy as a family planning method.
- Post-event survey given to participants to determine efficacy of outreach events
- Participants were given a packet of information, a backpack full of give-aways and a gift card for their time

CHECK

Results of the Outreach Events—Positives

- Positives
- The presentation went smoothly and held the participants' interest.
- Participants were interested in the topic, had questions about family planning methods for both males and females, and wanted extensive education about vasectomy as a family planning option.
- The format, educational materials, and promotional items were adequate.
- Staff to participant ratio projected investment of NKIDHD in project without being intimidating.
- Of the 2 participants, 1 scheduled a family planning appointment after the outreach event
- Collaboration with Community Partners and other departments within NKIDHD

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Results of the Outreach Events—Topics to Consider for Further Improvement, Investigation, and Collaboration

- Three of the scheduled outreach events had no participants.
- When talking to the participants, the scheduled time for the event made it difficult for both participants to arrive on time after work. This is possibly why three of the four events did not have participants.
- The team did not consider that many Hispanic males engage in physically demanding work that necessitate showering and changing clothes prior to attending event, which would require holding the events later in the evening.
- From the questions posed at the outreach event, the male participants were as curious about female family planning methods, how they are used, their side effects, and their effectiveness. However, the Power Point presentation only gave information and education about male family planning methods. It might be helpful to include female family planning methods in future education events even if the target group is Hispanic males.
- From the questions posed at the outreach event, the male participants demonstrated limited reproductive healthcare literacy (i.e. when in a woman’s menstrual cycle is she most likely to get pregnant; why it is important to use a condom prior to any genital contact for optimal effectiveness, etc.). Perhaps including a brief overview of human reproduction might be helpful in future outreach events.
- From discussion with participants at one of the events, the participants stated they would have liked it if their partners could have come with them.
- More intentionality when collaborating with community partners, particularly Every Child Succeeds case workers because of the relationship they have with the clients and the insight they have to relationships within the Hispanic community.
- Developing relationships within the Hispanic faith community to assist in promoting NKIDHD Health Center services. The NKIDHD Diabetes Education Team has had much success with this approach.

- Increased sensitivity about the relationship between members of the Hispanic community and services providers. In discussions with a Community Partner Agency, the Hispanic Case Manager was made aware that some Hispanic store owners exploit their Hispanic customers by overcharging or charging “special taxes” . This underscores the importance of engaging with clients in the Health Centers to avoid using stores with a bad reputation in the community to promote future NKIDHD Health Center Events.

Evaluation Survey:

- 100% of participants felt like the topic was useful.
- 100% felt like the presentation increased their understanding of: Health Department services that are available for men, how to schedule an appointment, what to expect at a Health Department appointment, and family planning methods for men such as abstinence, condoms, withdrawal and vasectomy.
- 100% felt like the presenters were knowledgeable.
- 100% of participants said they would schedule a family planning appointment.

Note: One participant stated while he was completing his survey that he was interested in scheduling a family planning appointment but wanted to have time to think about it. He stated he was a bit nervous about “the whole vasectomy thing. My wife really wants me to have one because we don’t want more children, but I really have to think about it.”

- 100% overall liked the presentation.

Total Expenditures Hispanic Male Outreach Events

Total Staff Salary	\$	1603.61
Total Direct Expense	\$	2106.60
Total Indirect Expense	\$	2010.15
Total Expenses	\$	5720.36

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CHECK

ACT

Recommendations

Future Plans

- | CHECK | ACT |
|---|---|
| Recommendations | Future Plans |
| <ul style="list-style-type: none"> • Explore the possibility of having a WIC follow-up class for prenatal clients with nutritional and family planning education. • Develop educational materials to give to WIC prenatal and postpartum clients about family planning. • Include both partners when planning future outreach activities • Work with health center staff to be more intentional about including family planning education with each prenatal and postpartum WIC appointment. • Continue to develop community resources and word of mouth promotion within the Hispanic community | <ul style="list-style-type: none"> • Feedback from participants indicated that Hispanic males would prefer outreach events include their partners. • Direct observation in NKIDHD Health Centers indicate that couples who come for prenatal and their first post-partum WIC services are most interested in family planning methods. • Direct observation in NKIDHD Health Centers indicate that a Hispanic woman is more likely to request and use a family planning method if her partner is included in the education and decision making process. This observation is consistent with traditional Hispanic family decision making norms. • Biologically women are most vulnerable to an unplanned pregnancy in the weeks and months immediately following delivery. • The Clinical Services Quality Improvement Team FY 2014 project will include developing a family planning education outreach to WIC prenatal and postpartum couples. |